

**In the claims**

Please add claims 172-193.

172. (Newly Added) A method for selecting targeted advertisements to be delivered a subscriber along with video that the subscriber selected to receive from a video on demand system, the method comprising:

selecting an on-demand video;

receiving advertisement profiles, wherein the advertisement profiles define criteria related to specific transactions of a subscriber, and wherein the criteria includes presence of the specific transactions, absence of the specific transactions, or presence of a first subset of the specific transactions and absence of a second subset of the specific transactions;

selecting targeted advertisements for the subscriber, wherein said selecting includes searching subscriber transaction data for the presence of the specific transactions, the absence of the specific transactions, or the presence of a first subset of the specific transactions and the absence of a second subset of the specific transactions; and

delivering the on-demand video and the targeted advertisements to the subscriber.

173. (Newly Added) The method of claim 172, further comprising:

determining available advertisement opportunities in the on-demand video; and

inserting the targeted advertisements in the available advertisement opportunities.

174. (Newly Added) The method of claim 172, wherein the advertisement profiles define advertisement traits, and wherein said selecting targeted advertisements includes comparing the advertisement traits and the available advertisement opportunities.

175. (Newly Added) The method of claim 172, wherein the specific transactions are purchase transactions.

176. (Newly Added) The method of claim 175, wherein the purchase transactions are related to at least some subset of product type, products, brands, size, price, quantity, and time.

177. (Newly Added) The method of claim 172, wherein the specific transactions are viewing transactions.

178. (Newly Added) The method of claim 177, wherein the viewing transactions are related to at least some subset of channel, network, program, genre, viewing duration, channel change frequency, and volume level.

179. (Newly Added) The method of claim 172, wherein the advertisements traits include parameters defining limits on presentation of the associated advertisement to the subscriber, and further comprising

monitoring advertisements presented to the subscriber; and

confirming that the targeted advertisements are within the limits defined in the advertisement traits based on said monitoring.

180. (Newly Added) The method of claim 173, wherein the available advertisement opportunities may be prior to, during, within or after the video.

181. (Newly Added) The method of claim 172, wherein said delivering includes delivering the targeted advertisements prepended to the on-demand video.

182. (Newly Added) The method of claim 172, wherein said delivering includes delivering the targeted advertisements postpended to the on-demand video.

183. (Newly Added) The method of claim 172, wherein said delivering includes delivering the targeted advertisements between different segments of the on-demand video.

184. (Newly Added) The method of claim 172, wherein said delivering includes delivering the targeted advertisements as part of the on-demand video.

185. (Newly Added) The method of claim 180, wherein the advertisement opportunities within the video include at least some subset of bugs, product placements, overlays, and banners.

186. (Newly Added) A video on demand system for delivering targeted advertisements to a subscriber with video selected by the subscriber, the system comprising:

means for selecting an on-demand video;

means for receiving advertisement profiles, wherein the advertisement profiles define criteria related to specific transactions of a subscriber, and wherein the criteria includes presence of the specific transactions, absence of the specific transactions, or presence of a first subset of the specific transactions and absence of a second subset of the specific transactions;

means for selecting targeted advertisements for the subscriber, wherein said selecting includes searching subscriber transaction data for the presence of the specific transactions, the absence of the specific transactions, or the presence of a first subset of the specific transactions and the absence of a second subset of the specific transactions; and

means for delivering the on-demand video and the targeted advertisements to the subscriber.

187. (Newly Added) The system of claim 186, further comprising:

means for determining available advertisement opportunities in the on-demand video; and

means for inserting the targeted advertisements in the available advertisement opportunities.

188. (Newly Added) The system of claim 186, wherein the advertisement profiles define advertisement traits, and wherein said means for selecting targeted advertisements includes means for comparing the advertisement traits and the available advertisement opportunities.

189. (Newly Added) The system of claim 186, wherein the advertisements traits include parameters defining limits on presentation of the associated advertisement to the subscriber, and further comprising:

means for monitoring advertisements presented to the subscriber; and

means for confirming that the selected targeted advertisements are within the limits defined in the advertisement traits based on said monitoring.

190. (Newly Added) A computer program embodied on a computer-readable medium for selecting targeted advertisements to deliver to a subscriber with video selected by the subscriber, the computer program comprising

a source code segment for selecting an on-demand video;

a source code segment for receiving advertisement profiles, wherein the advertisement profiles define criteria related to specific transactions of a subscriber, and wherein the criteria includes presence of the specific transactions, absence of the specific transactions, or presence of a first subset of the specific transactions and absence of a second subset of the specific transactions;

a source code segment for selecting targeted advertisements for the subscriber, wherein said selecting includes searching subscriber transaction data for the presence of the specific transactions, the absence of the specific transactions, or the presence of a first subset of the specific transactions and the absence of a second subset of the specific transactions; and

a source code segment for delivering the on-demand video and the targeted advertisements to the subscriber.

191. (Newly Added) The computer program of claim 190, further comprising:

a source code segment for determining available advertisement opportunities in the on-demand video; and

a source code segment for inserting the targeted advertisements in the available advertisement opportunities.

192. (Newly Added) The computer program of claim 190, wherein the advertisement profiles define advertisement traits, and wherein said selecting targeted advertisements includes a source code segment for comparing the advertisement traits and the available advertisement opportunities.

193. (Newly Added) The computer program of claim 190, wherein the advertisements traits include parameters defining limits on presentation of the associated advertisement to the subscriber, and further comprising

a source code segment for monitoring advertisements presented to the subscriber; and

a source code segment for confirming that the selected targeted advertisements are within the limits defined in the advertisement traits based on said monitoring.